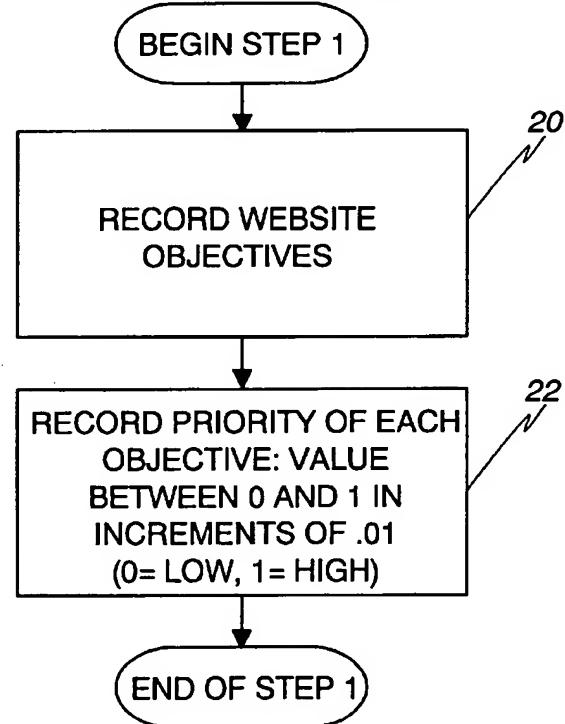


Fig. 3

STEP 1- DEFINE AND PRIORITIZE WEBSITE OBJECTIVES

*Fig. 4*

STEP 2- SPECIFY TARGET PAGE AND COMPLIANCE FOR EACH OBJECTIVE

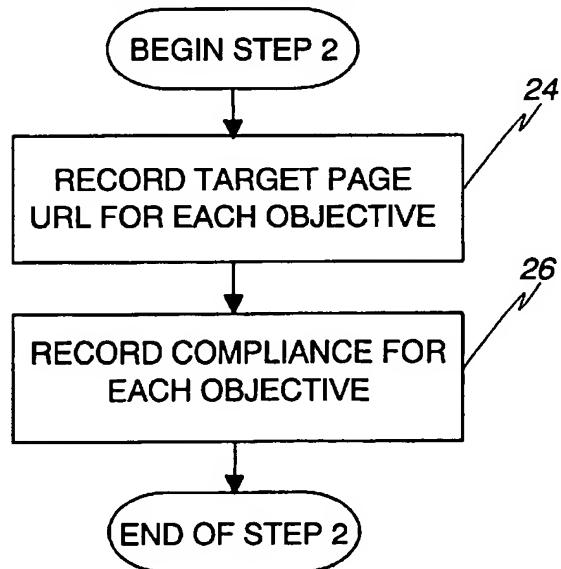


Fig. 5

STEP 3- CONDUCT WEB SERVER LOG ANALYSIS

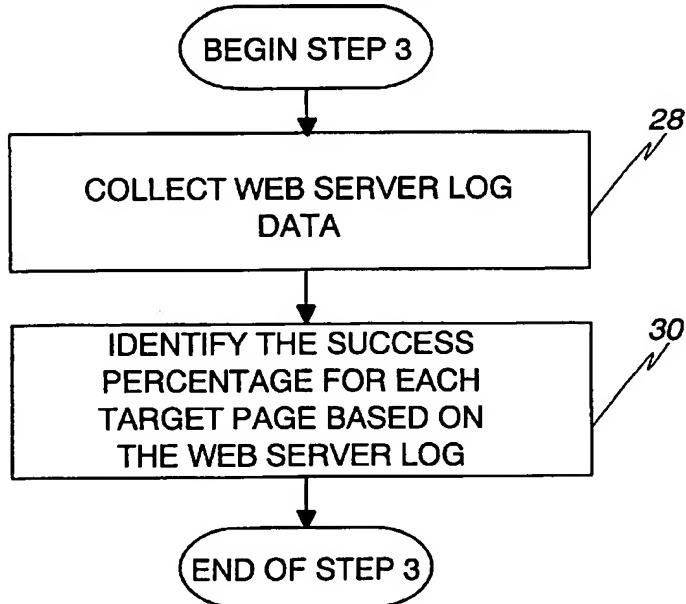


Fig. 6

STEP 4- IDENTIFY AND PRIORITIZE OPPORTUNITIES

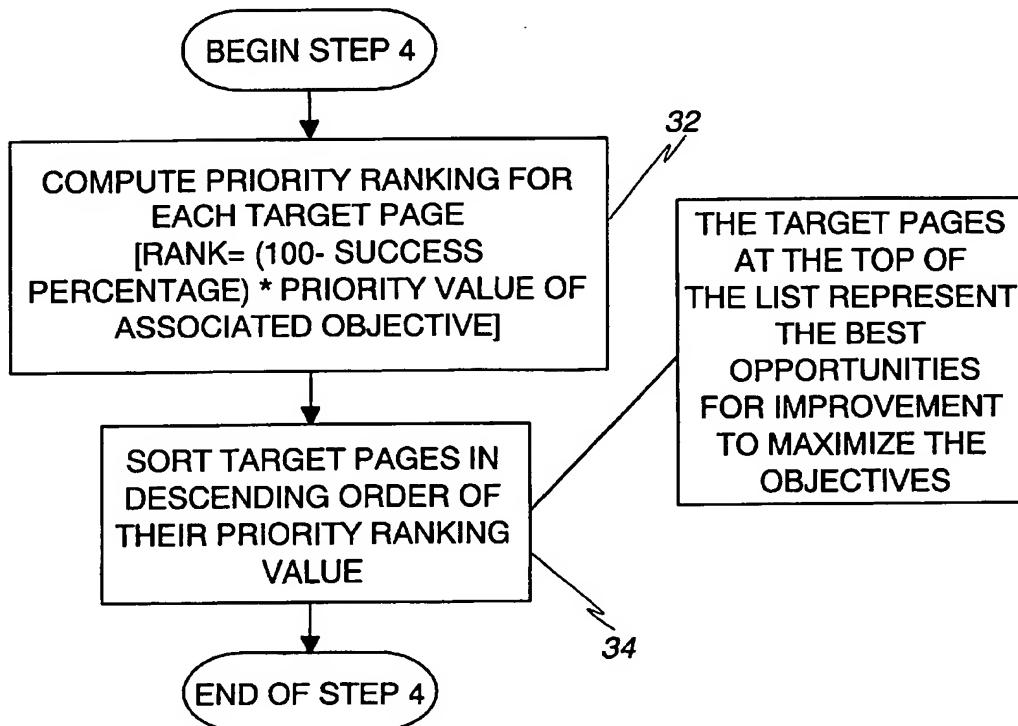


Fig. 7

STEP 5- DESIGN TEST FOR EACH OPPORTUNITY

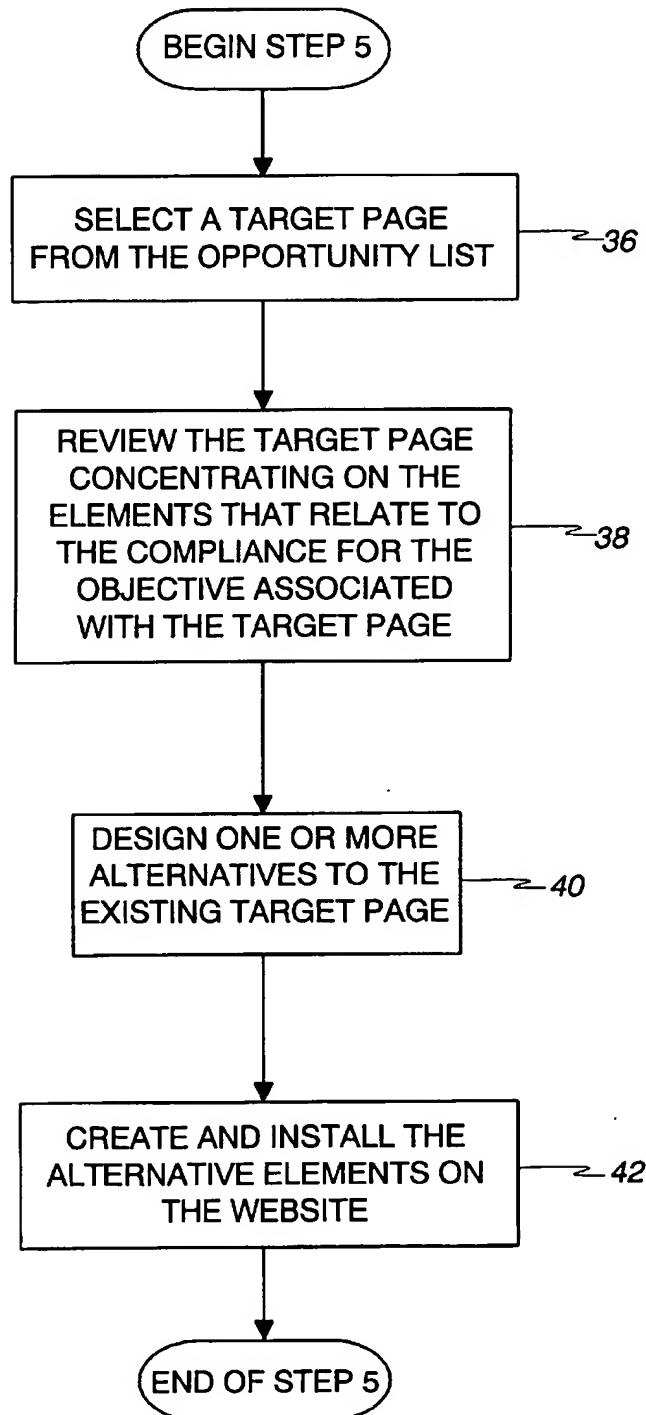
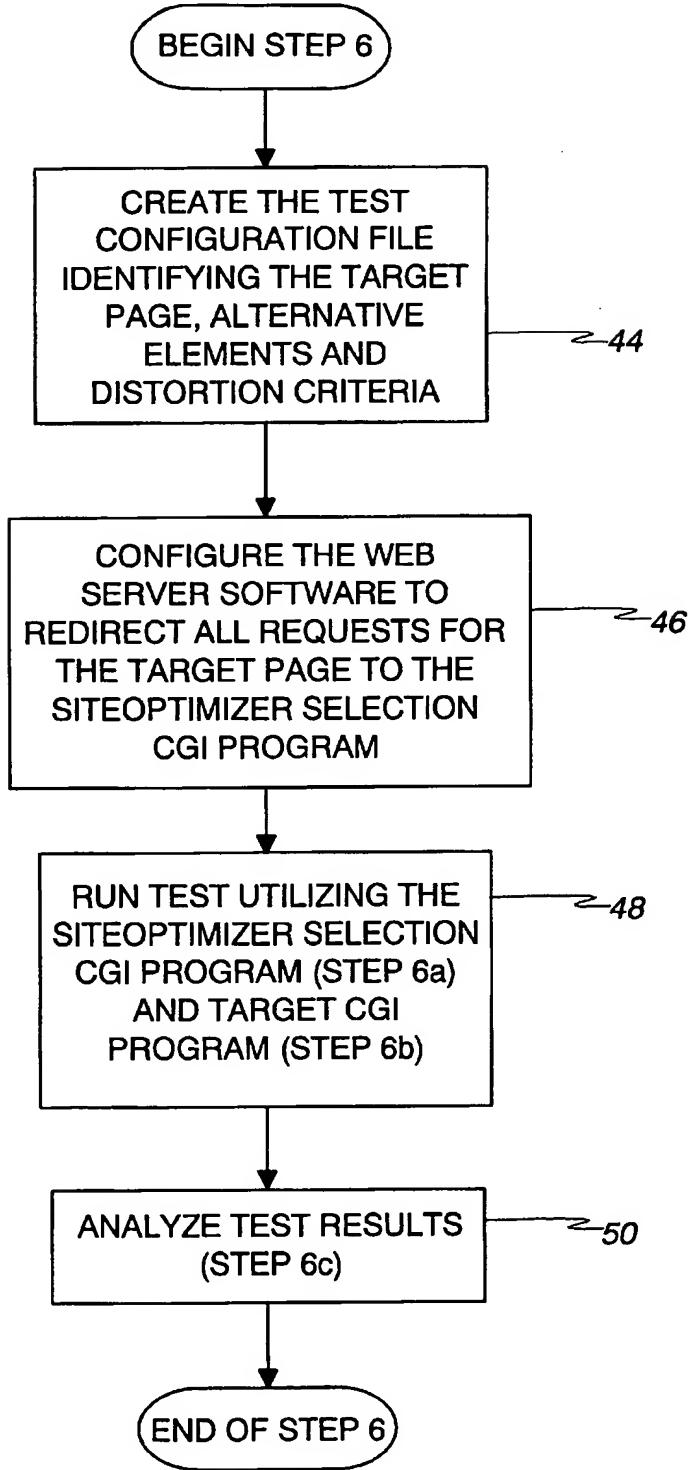
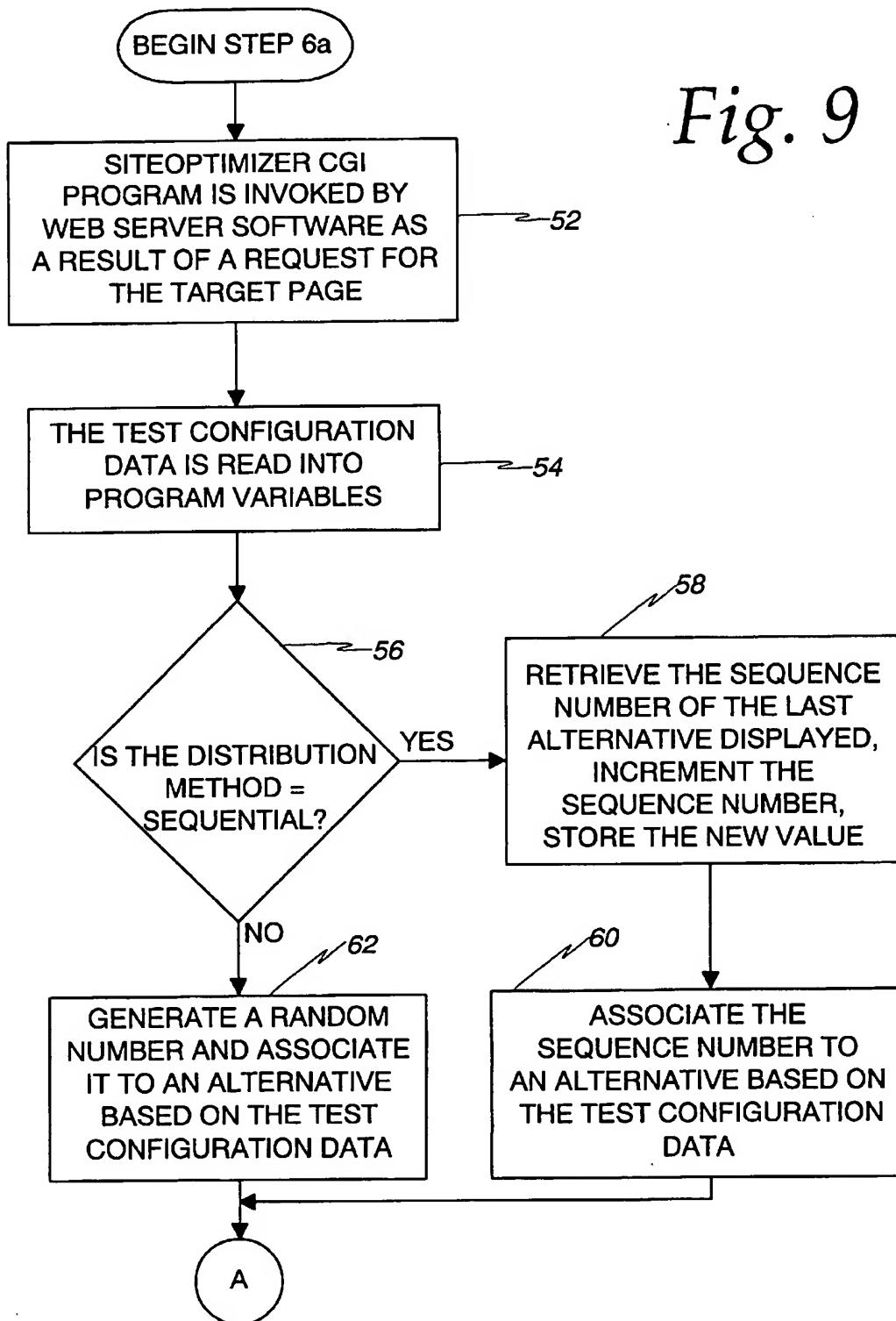


Fig. 8

STEP 6- CONDUCT TESTS



STEP 6a- SITEOPTIMIZER SELECTION CGI PROGRAM



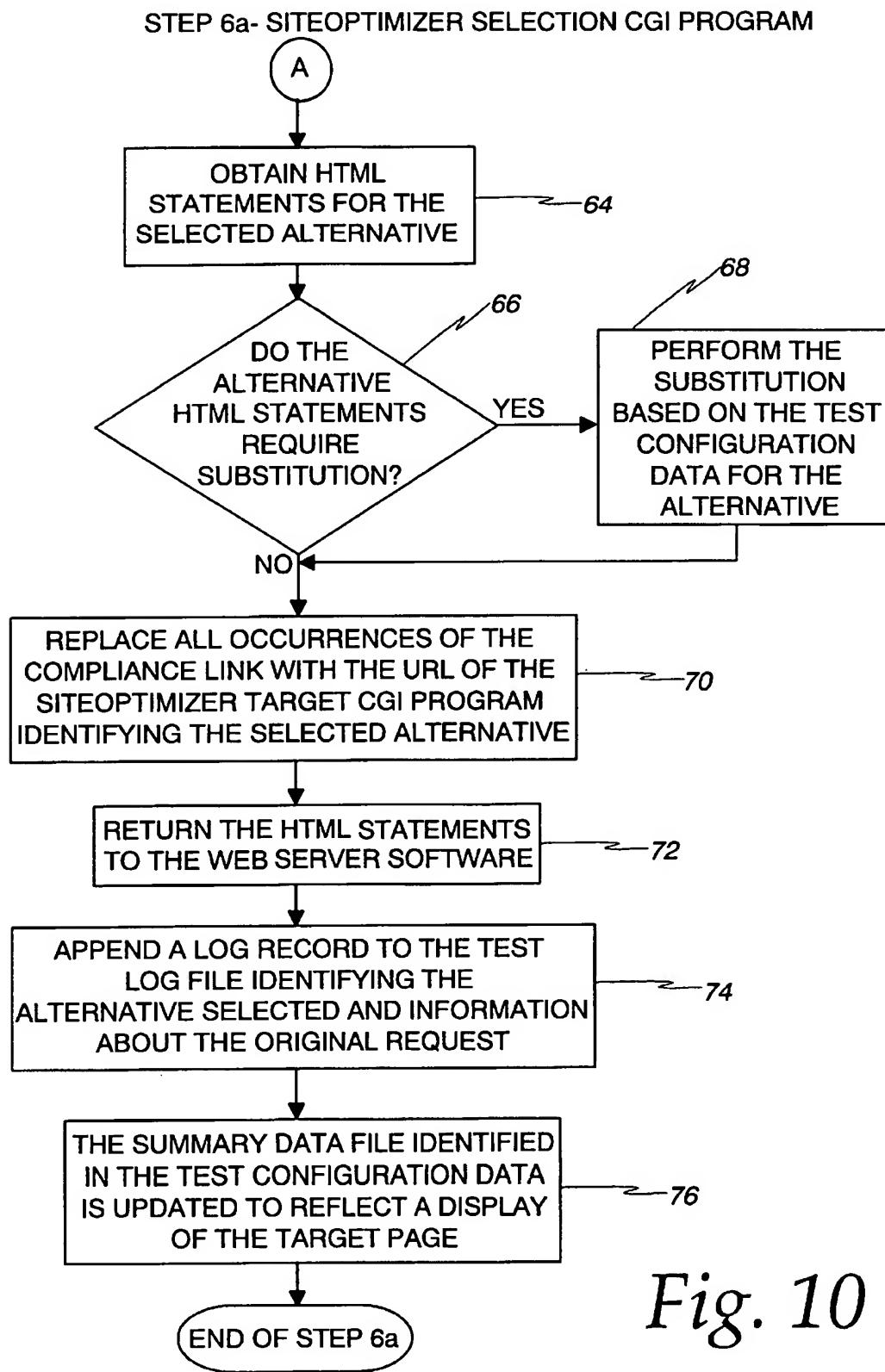


Fig. 10

STEP 6b- SITEOPTIMIZER TARGET CGI PROGRAM

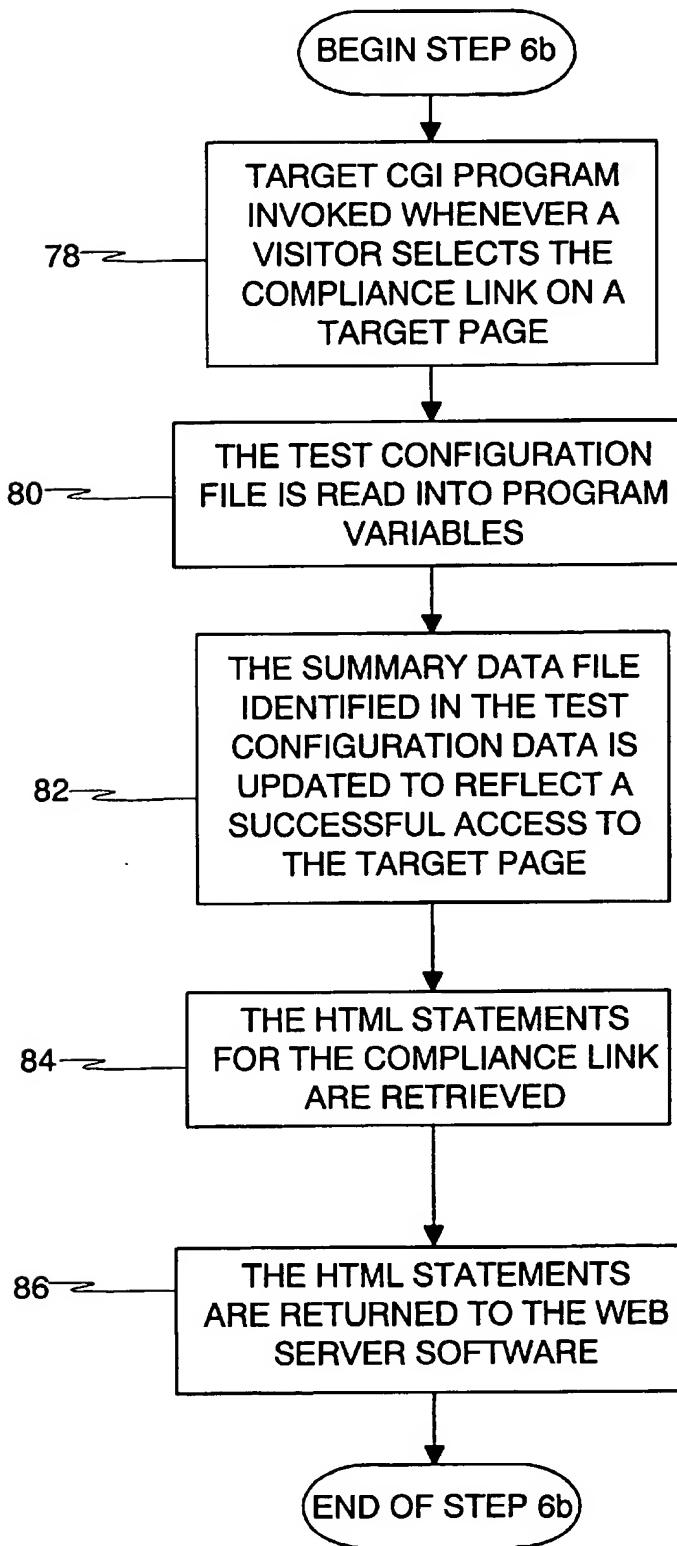


Fig. 11

STEP 6c- ANALYZE TEST RESULTS

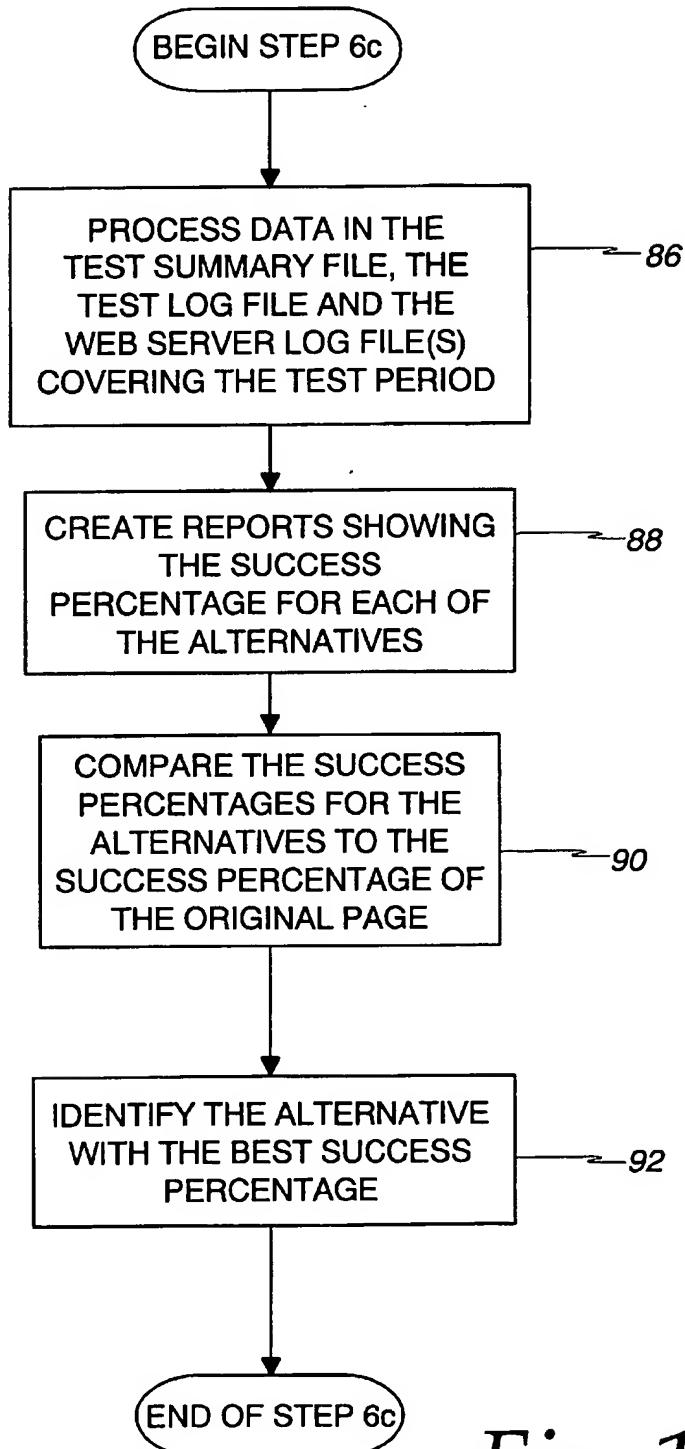


Fig. 12

STEP 7- IMPLEMENT IMPROVED ALTERNATIVES

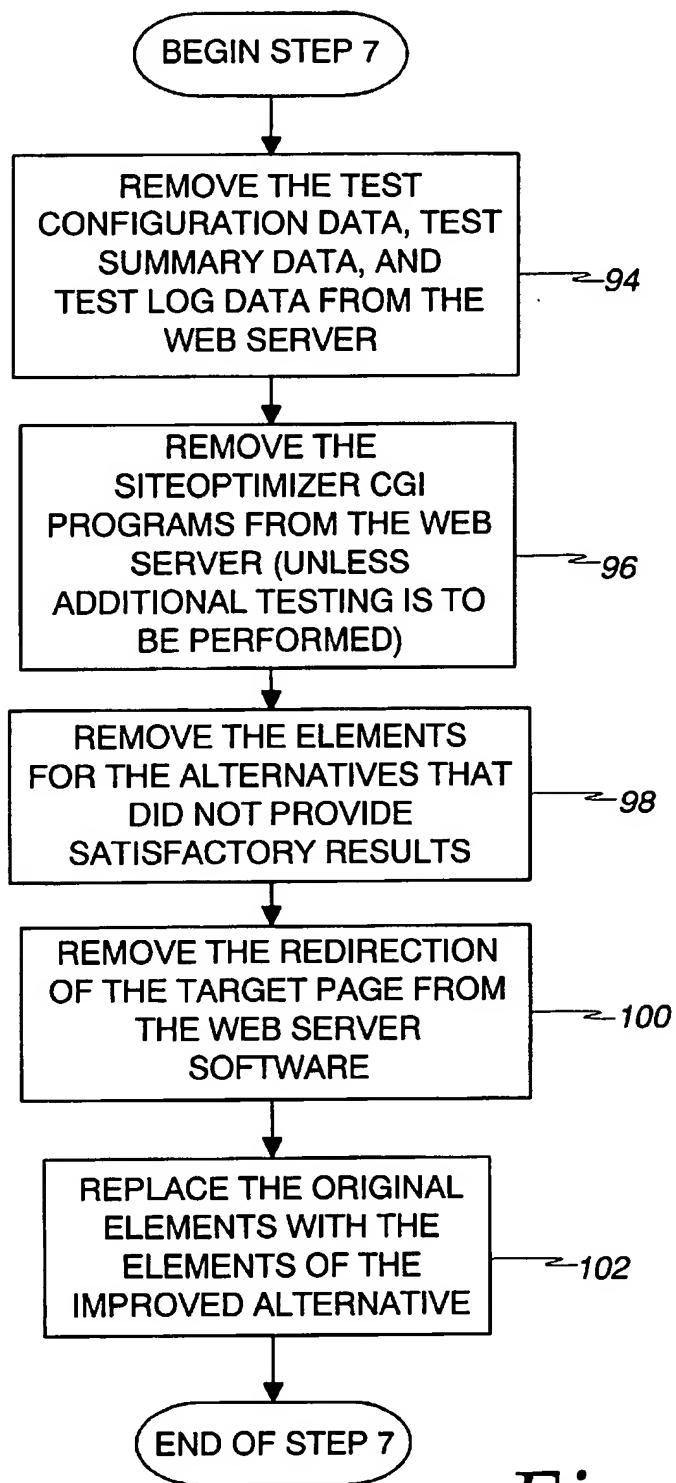


Fig. 13

Fig. 14

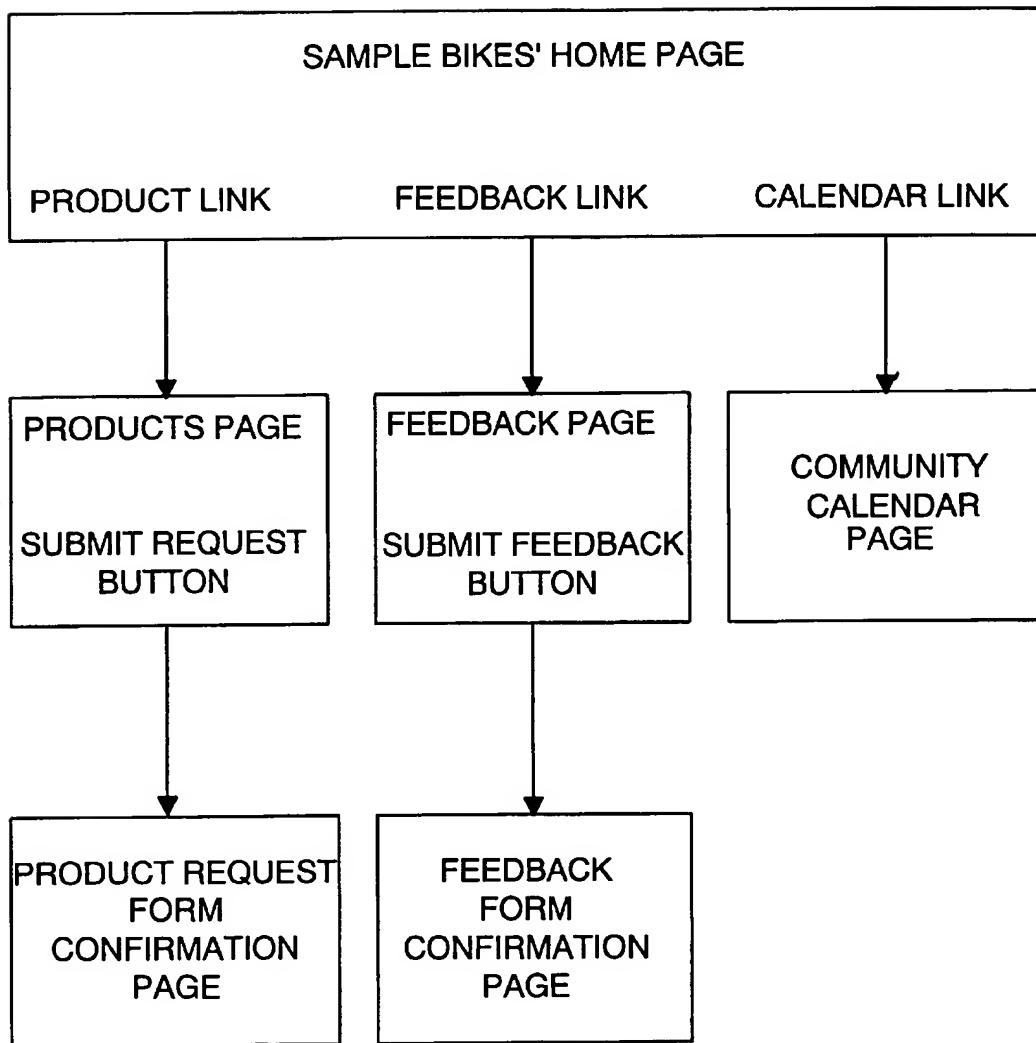


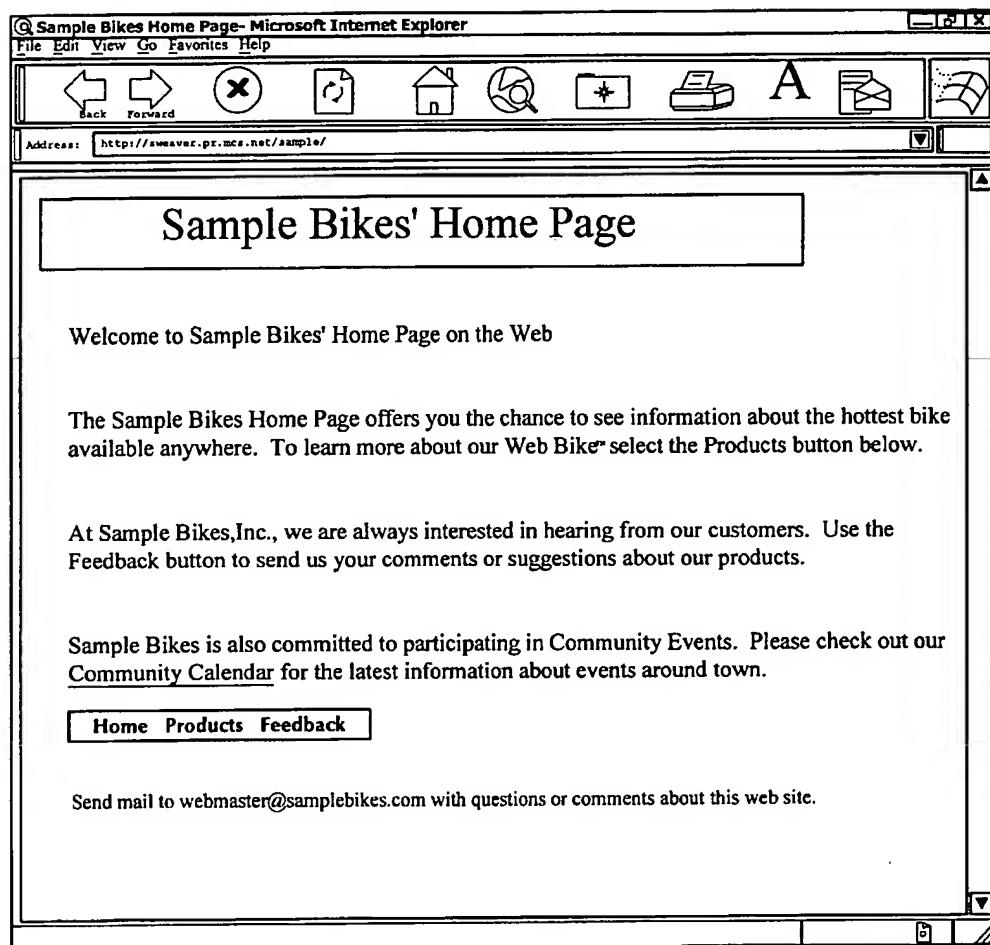
Fig. 15

Fig. 16

Sample Bikes Home Page- Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward X A

Address: C:\FrontPage Webs\content\Sample\prod01.htm

Products

Sample Bikes' Web Bike™

"The hottest new bike to hit the net"

- 26-inch Frame, under 5 lbs., Aluminum Alloy construction, 45 speeds, cushioned seat
- Folds down to 24"x24" for easy transportation in the leather carrying case (included):

Information Request Form

Select the items that apply, and then let us know how to contact you

Send product literature
 Send company literature
 Have a salesperson contact me

Name:

Title:

Company:

Address:

E-mail:

Phone:

[Home](#) [Products](#) [Feedback](#)

Send mail to webmaster@samplebikes.com with questions or comments about this web site.

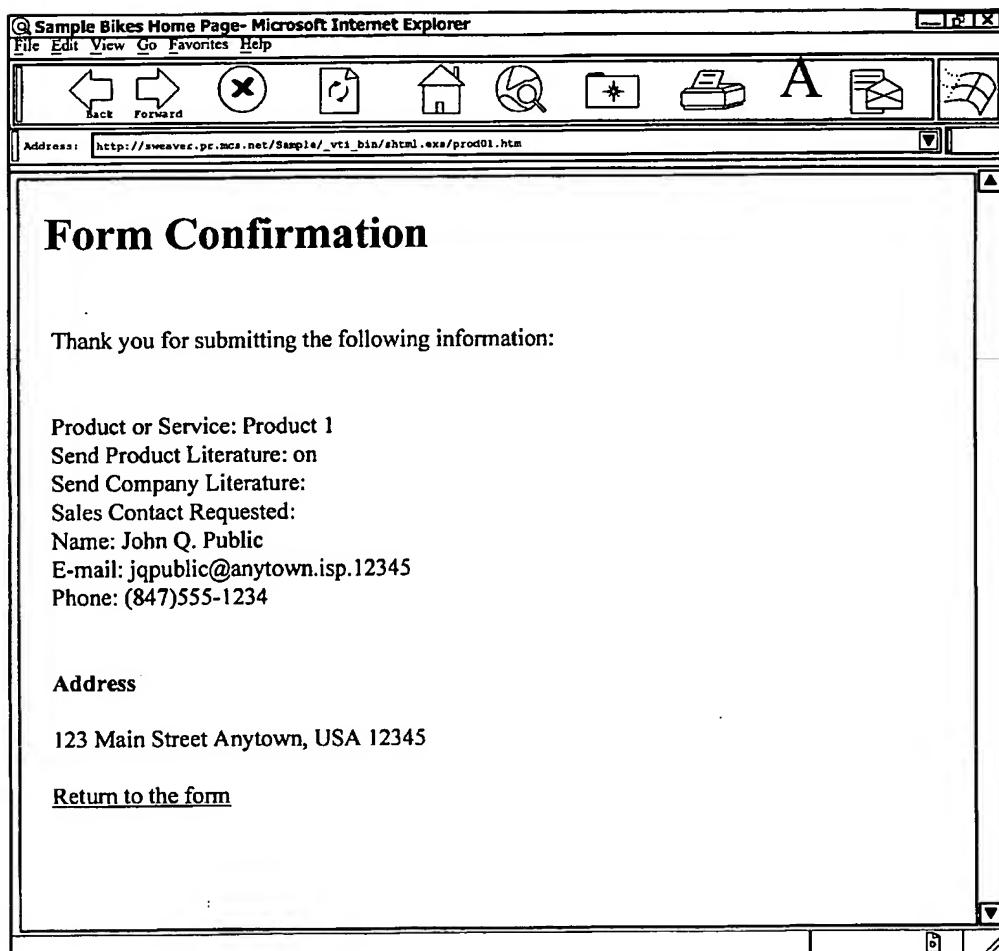
Fig. 17

Fig. 18

Sample Bikes Home Page- Microsoft Internet Explorer
File Edit View Go Favorites Help

Back Forward X Home Search A E-mail Print

Address: <http://eweaver.pc.mcs.net/Sample/feedback.htm>

Feedback

Home Products Feedback

Please tell us what you think about our web site, company, products, or services. If you provide us with your contact information, we will be able to reach you in case we have any questions.

Comments

Category

Web site ▾

Contact Information

Name
Company
Address
Telephone
E-mail

Home Products Feedback

Send mail to webmaster@samplebikes.com with questions or comments about this web site.

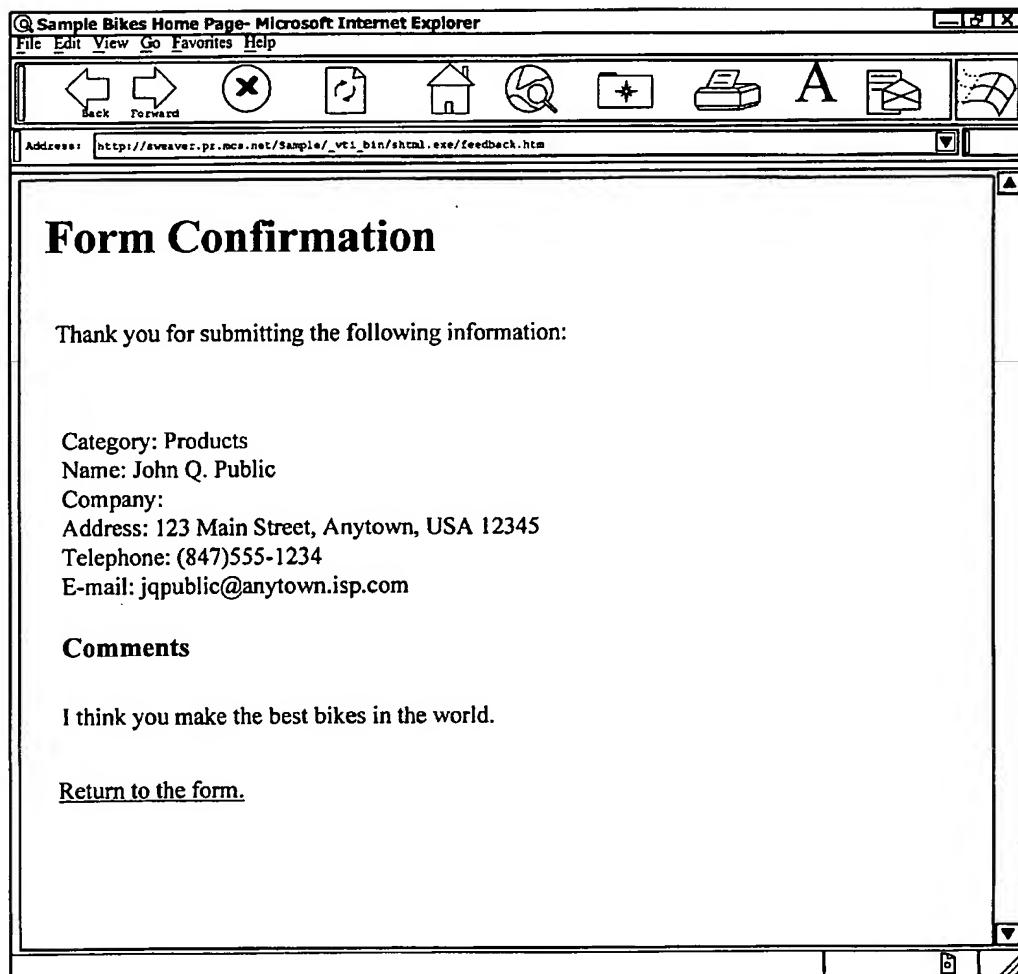
Fig. 19

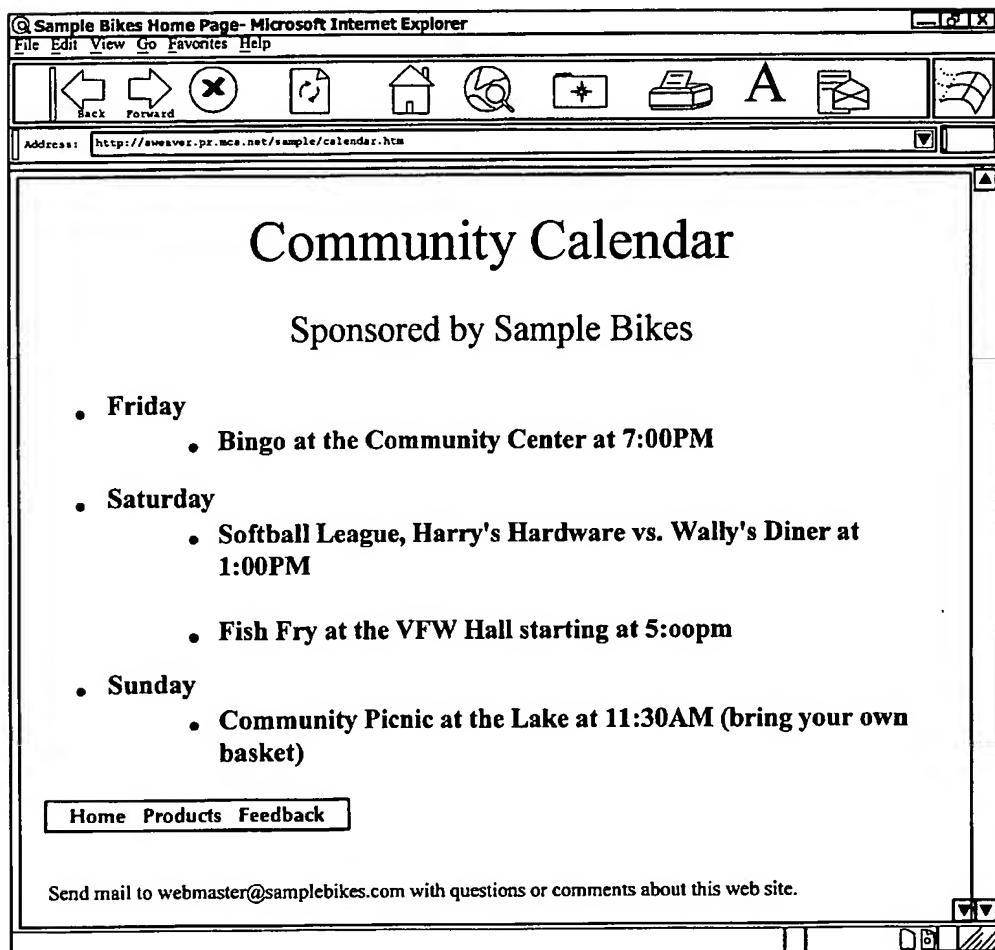
Fig. 20

Fig. 21A1

dev179.crown.icongrp.com - - [04/Sep/1996:06:57:34 -0500] "GET /careers.htm HTTP/1.0" 200 9251
sweaver.pr.mcs.net - - [04/Sep/1996:08:35:06 -0500] "GET /corpalt1.htm HTTP/1.0" 200 2105
sweaver.pr.mcs.net - - [04/Sep/1996:08:35:18 -0500] "GET /index1.gif HTTP/1.0" 200 16633
sweaver.pr.mcs.net - - [04/Sep/1996:08:35:30 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
sweaver.pr.mcs.net - - [04/Sep/1996:08:35:31 -0500] "GET /select1.pl HTTP/1.0" 200 4465
sweaver.pr.mcs.net - - [04/Sep/1996:08:47:57 -0500] "GET /corpalt2.htm HTTP/1.0" 200 2250
sweaver.pr.mcs.net - - [04/Sep/1996:08:48:18 -0500] "GET /corpalt3.htm HTTP/1.0" 200 4227
sweaver.pr.mcs.net - - [04/Sep/1996:08:48:34 -0500] "GET /corpalt4.htm HTTP/1.0" 404 -
sweaver.pr.mcs.net - - [04/Sep/1996:08:48:51 -0500] "GET /corpalt4.htm HTTP/1.0" 200 4443
sweaver.pr.mcs.net - - [04/Sep/1996:08:49:27 -0500] "GET /index.htm HTTP/1.0" 200 2997
sweaver.pr.mcs.net - - [04/Sep/1996:08:49:40 -0500] "GET /index1.gif HTTP/1.0" 200 16633
sweaver.pr.mcs.net - - [04/Sep/1996:08:51:20 -0500] "GET /thanks.htm HTTP/1.0" 200 670
sweaver.pr.mcs.net - - [04/Sep/1996:08:51:22 -0500] "GET /index1.jpg HTTP/1.0" 200 5258
sweaver.pr.mcs.net - - [04/Sep/1996:09:06:55 -0500] "GET / HTTP/1.0" 200 3027
sweaver.pr.mcs.net - - [04/Sep/1996:09:07:04 -0500] "GET /images/index1.gif HTTP/1.0" 200 16633
sweaver.pr.mcs.net - - [04/Sep/1996:09:07:37 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
sweaver.pr.mcs.net - - [04/Sep/1996:09:07:38 -0500] "GET /select1.pl HTTP/1.0" 200 2181
sweaver.pr.mcs.net - - [04/Sep/1996:09:09:34 -0500] "GET /select1.pl HTTP/1.0" 200 2272
sweaver.pr.mcs.net - - [04/Sep/1996:09:10:11 -0500] "GET /select1.pl HTTP/1.0" 200 4249
sweaver.pr.mcs.net - - [04/Sep/1996:09:10:53 -0500] "GET /select1.pl HTTP/1.0" 200 4465
sweaver.pr.mcs.net - - [04/Sep/1996:09:11:48 -0500] "GET /thanks.htm HTTP/1.0" 200 823
sweaver.pr.mcs.net - - [04/Sep/1996:09:43:06 -0500] "GET /index.htm HTTP/1.0" 200 841
sweaver.pr.mcs.net - - [04/Sep/1996:09:43:17 -0500] "GET /images/index1.gif HTTP/1.0" 200 16633
sweaver.pr.mcs.net - - [04/Sep/1996:09:43:43 -0500] "GET / HTTP/1.0" 200 3045
www-m0.proxy.aol.com - - [04/Sep/1996:10:13:46 -0500] "GET / HTTP/1.0" 200 3045
www-m0.proxy.aol.com - - [04/Sep/1996:10:13:51 -0500] "GET /images/index1.gif HTTP/1.0" 16633
www-m0.proxy.aol.com - - [04/Sep/1996:10:14:45 -0500] "GET /index.htm HTTP/1.0" 200 3045

www-m0.proxy.aol.com -- [04/Sep/1996:10:16:11 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
www-m0.proxy.aol.com -- [04/Sep/1996:10:16:14 -0500] "GET /select1.pl HTTP/1.0" 200 2199
www-m0.proxy.aol.com -- [04/Sep/1996:10:17:11 -0500] "GET /careers.htm HTTP/1.0" 304 -
ns.infores.com -- [04/Sep/1996:10:17:12 -0500] "GET / HTTP/1.0" 200 3045
ns.infores.com -- [04/Sep/1996:10:17:25 -0500] "GET /images/index1.gif HTTP/1.0" 200 16633
ns.infores.com -- [04/Sep/1996:10:17:55 -0500] "GET /careers.htm HTTP/1.0" 200 9251
www.m0.proxy.aol.com -- [04/Sep/1996:10:18:32 -0500] "GET /dvlpclnt.htm HTTP/1.0" 302 -
www.m0.proxy.aol.com -- [04/Sep/1996:10:18:35 -0500] "GET /select2.pl HTTP/1.0" 200 3680
ns.infores.com -- [04/Sep/1996:10:18:39 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
ns.infores.com -- [04/Sep/1996:10:18:40 -0500] "GET /select1.pl HTTP/1.0" 200 2272
ns.infores.com -- [04/Sep/1996:10:19:09 -0500] "GET /index.htm HTTP/1.0" 200 3045
ns.infores.com -- [04/Sep/1996:10:19:40 -0500] "GET /partners.htm HTTP/1.0" 200 1655
www-m0.proxy.aol.com -- [04/Sep/1996:10:19:48 -0500] "GET /partners.htm HTTP/1.0" 304 -
ns.infores.com -- [04/Sep/1996:10:19:56] "GET /dvlpclnt.htm HTTP/1.0" 302 -
ns.infores.com -- [04/Sep/1996:10:19:57] "GET /select2.pl HTTP/1.0" 200 2114
www.m0proxy.aol.com -- [04/Sep/1996:10:20:58 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
lars.cooltech.com -- [04/Sep/1996:11:29:17 -0500] "GET / HTTP/1.0" 200 3045

Fig. 21A2

*Fig. 21B*Number of Requests Per Filename

<u>File Name (URI)</u>	<u>Number of Requests</u>
/	63
/careers.htm	18
/cgiemail.cgi/netroi/careers.tmp	1
/cgiemail.cgi/netroi/sendinfo.tmp	3
/corpalt1.htm	1
/corpinfo.htm	34
/dvlpcnt.htm	21
/netroi/summary1.pl	1
/partners.htm	19
/private/objctvs.htm	4
/response.htm	2
/select1.pl	55
/select2.pl	18
/sendinfo.htm	7
/showinfo.pl	3
/summary1.pl	3
/summary2.pl	1
/target1.pl?1	2
/target1.pl?2	1
/target1.pl?3	1
/target1.pl?4	1
/thanks.htm	4

Fig. 22

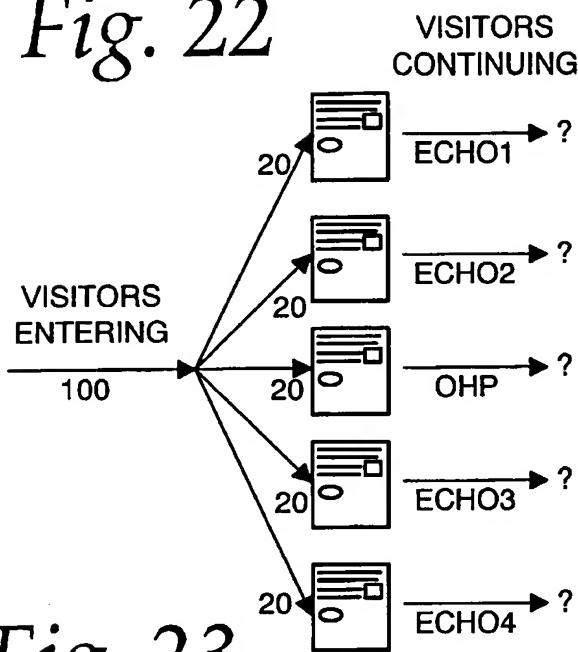


Fig. 23

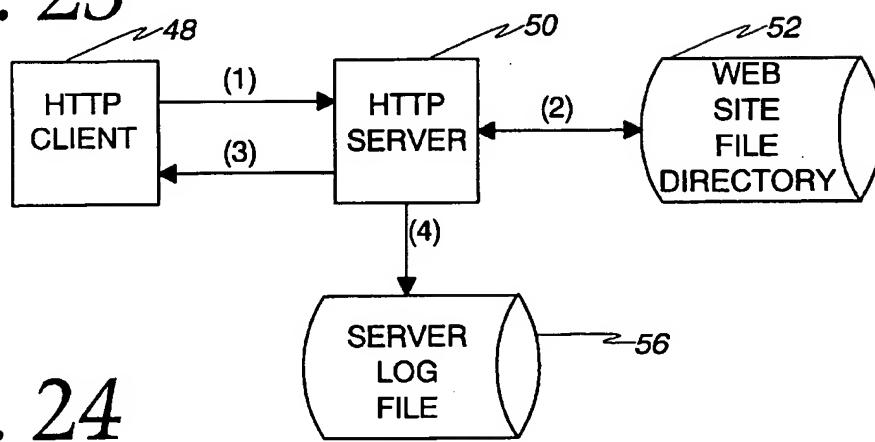


Fig. 24

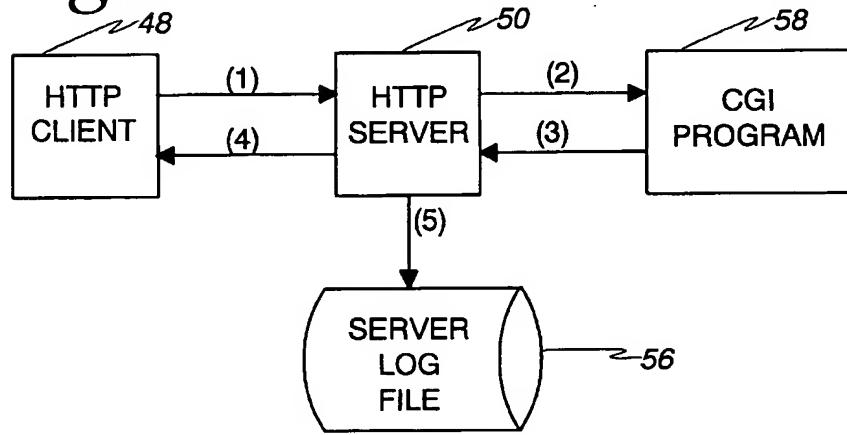


Fig. 25

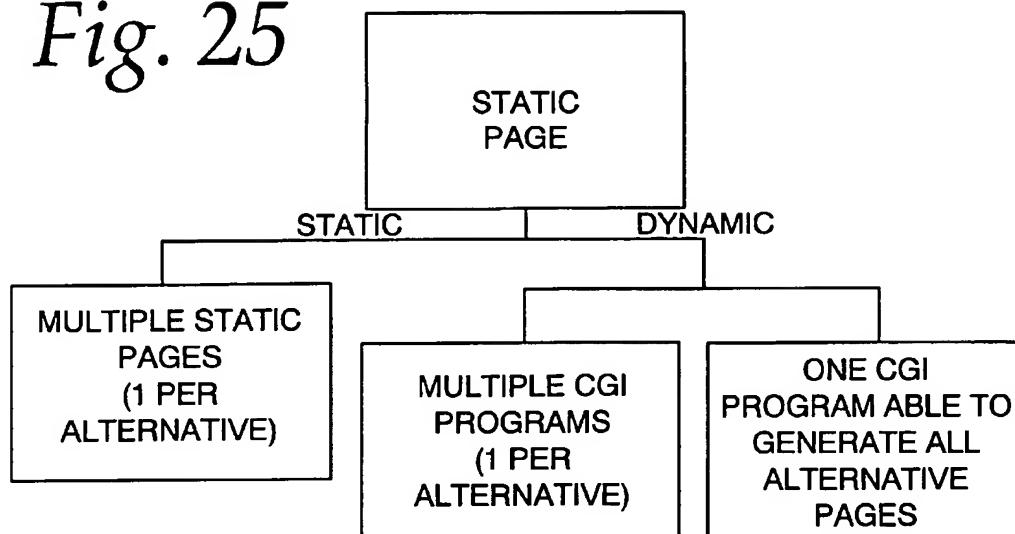


Fig. 26

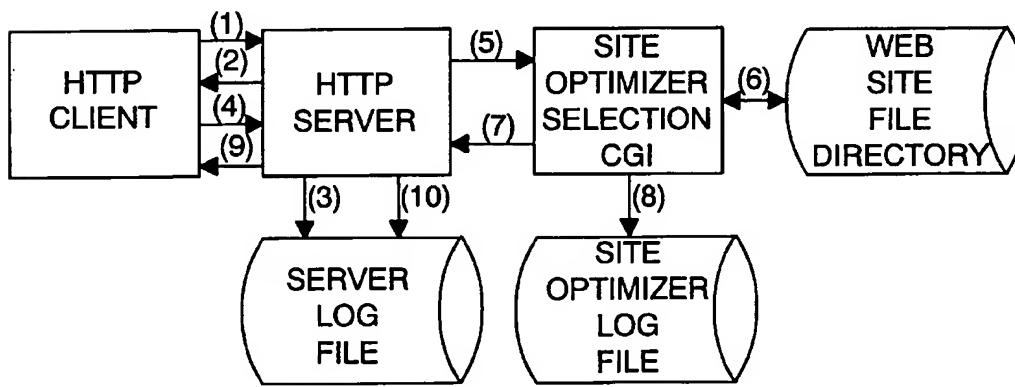


Fig. 27

